



WTIC-TV

ORDER

Print Date 09/20/12

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Flight Dates 09/24/12-09/30/12

Contract / Revision 389540 /

Original Date / Revision
09/20/12 09/20/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

FRIENDS OF CHRIS MUR

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # SENATE-DEM

Alt Order # 06328703

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Order Share 14% Market Value 146607

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	45%	65973
4WVIT	11%	16126
5WTNH	30%	43982
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	49	\$17,446.25	\$20,525.00	0.00	08/27/12	09/30/12	49	\$17,446.25	\$20,525.00
Totals	49	\$17,446.25	\$20,525.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/24/12	09/28/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	6	\$100.00	01	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					6	\$100.00		0.00			
E 2	61	09/24/12	09/28/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$200.00	01	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$200.00		0.00			
E 3	61	09/24/12	09/28/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$125.00	01	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$125.00		0.00			
E 4	61	09/24/12	09/28/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$175.00		0.00			
E 5	61	09/24/12	09/28/12		CM	10p-11p	MTWTF--	:30	5	\$1,200.00	01	0.00	NM	5	\$6,000.00



WTIC-TV

Print Date: 09/20/12

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Contract / Revision **389540** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **FRIENDS OF CHRIS MUR**Estimate # **SENATE-DEM**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News at Ten											
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--			5			\$1,200.00			0.00		
E 6	61	09/29/12	09/29/12	Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$700.00	01	0.00	NM	1	\$700.00
				Sa 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1-			1			\$700.00			0.00		
E 7	61	09/24/12	09/28/12	M-F News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$300.00	01	0.00	NM	5	\$1,500.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--			5			\$300.00			0.00		
E 8	61	09/24/12	09/28/12	M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$125.00	01	0.00	NM	5	\$625.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--			5			\$125.00			0.00		
E 9	61	09/24/12	09/28/12	M-F 5p-6p	CM	5p-6p	MTWTF--	:30	5	\$165.00	01	0.00	NM	5	\$825.00
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--			5			\$165.00			0.00		
E 10	61	09/30/12	09/30/12	Su 10p-11p	CM	10p-11p	-----1	:30	1	\$950.00	01	0.00	NM	1	\$950.00
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1			1			\$950.00			0.00		
E 11	61	09/29/12	09/29/12	MLB on FOX Game	CM	4p-7p	-----2-	:30	2	\$1,500.00	01	0.00	NM	2	\$3,000.00
				MLB on FOX Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	-----2-			2			\$1,500.00			0.00		
E 12	61	09/30/12	09/30/12	NFL on FOX Early	CM	1p-4p	-----1	:30	1	\$3,000.00	01	0.00	NM	1	\$3,000.00
				NFL:Sun 1-4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1			1			\$3,000.00			0.00		
E 13	61	09/24/12	09/28/12	M-F 6p-630p	CM	6p-630p	MTWTF--	:30	1	\$275.00	01	0.00	NM	1	\$275.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--			1			\$275.00			0.00		
E 14	61	09/29/12	09/29/12	Sa 9a-930a	CM	9a-930a	-----1-	:30	1	\$275.00	01	0.00	NM	1	\$275.00
				Sa 9a-930a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1-			1			\$275.00			0.00		
E 15	61	09/29/12	09/29/12	Sa 930a-10a	CM	930a-10a	-----1-	:30	1	\$275.00	01	0.00	NM	1	\$275.00
				Sa 930a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1-			1			\$275.00			0.00		
Totals														49	\$20,525.00